

ENHANCED BINGO GAME METHOD, APPARATUS, AND COMPUTER PROGRAM PRODUCT**ABSTRACT**

[0080] A method, apparatus, and computer program process for playing an enhanced bingo game. A first set of indicators may be selected, with each of the first set of indicators associated with a win enhancement value, or bonus value, and at least one of the first indicators can be assigned to at least one column of a bingo card. A second set of indicators can also be selected, with each of the second set of indicators associated with bonus value, and at least one of the second indicators can be assigned to at least one row on the bingo card. At least one number from the set of numbers associated with each column of the bingo card can be designated as a diamond symbol number. A player winning a bingo game by matching a column or row of called numbers may be eligible for the bonus prize associated with the column or row if the column or row contains a predetermined number of diamond symbol numbers. Indicator and diamond symbol assignments may happen after game play begins, to enhance the overall excitement associated with the game.